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October 9, 1989

Roger G. Whidden, Esq.
Senior Assistant General Counsel
Philip Morris Management Corp.
120 Park Avenue
New York, New York 10017

Re: Guatemalan Survey

Dear Roger:

Enclosed please find the memorandum that you requested on the Guatemalan "Survey on Smoking." As you can see, nine out of the twenty-two questions can be challenged because they are ambiguous, overly specific or not open-ended. In addition, there may be problems with the sample population, the manner in which the survey was tailored to the sample and survey administration. A copy of the protocol would be helpful in determining if any of these problems exist.

One question in the survey could have been challenged on bias grounds; however, we chose not to include it in our memorandum. Question no. 9 assumes that smoking is "harmful." This reflects an inherent bias in the question design that Mr. Steele also noted; however, pointing out the problems with this question could undercut our awareness position and could also be interpreted as challenging general causation. Since, from both a public relations and litigation perspective, this did not seem to be a good idea, we have not included this question in our memorandum.

If you have access to the protocol or additional information concerning the study, that you can send us, please let me know. We, of course, are ready to help with any other assistance that you may need on this project.

Best regards,

Eugene S. Peck

ESP:cah
cc: Steve Parrish

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Source: https://www.industrydocuments.ucsf.edu/docs/ffpv0003

bcc: Bernard V. O'Neill
LeAnn A. Zimmerman

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